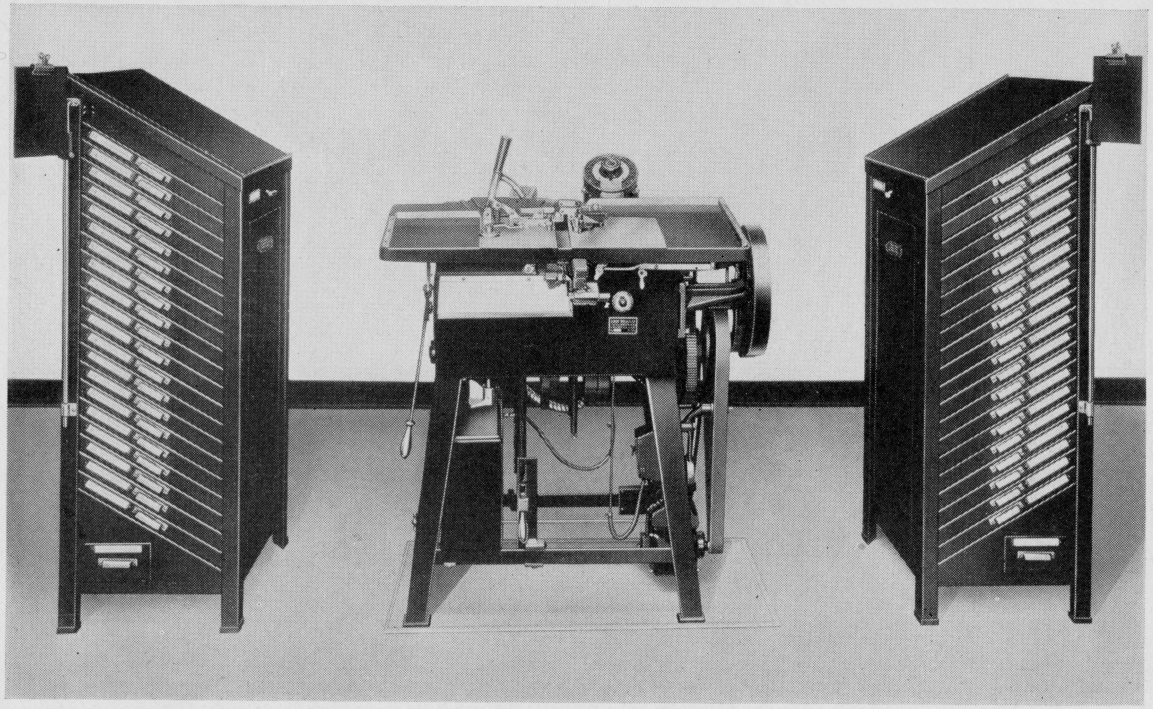
Effective Use of the
LUDLOW

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A complete Ludlow equipment

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All display, caption, folio lines and title page are Ludlow-set in True-Cut Caslon with its italic. The cover is Nicolas Jenson Bold with its italic. Ludlow ornament and Elrod rules. Printed direct from slugs.

Effective Use of the LUDLOW

THE LUDLOW, while it is a relatively new system of composition as compared with setting foundry type or using either of the long-established systems of machine composition, has been in actual use by many printers and newspaper publishers long enough to have developed a definite technique for its most successful operation. As this technique has received little attention in the standard manuals of composing room practice, it may be well to set down, for the benefit of present and prospective users, some observations regarding the manner in which the Ludlow may be used to the best advantage.

The first question in planning to make the most effective possible use of any system is: "What will it do to advantage?" The value of any system can be discounted radically by calling on it for work for which it is not fitted, while, on the other hand, potential

profits may slip away by not assigning to it the things it can do best.

So far as the Ludlow is concerned, its makers say: "Anything that can to advantage be set by hand with single types can be set more effectively and more economically on the Ludlow." For offices too small to make advantageous use of keyboard composing machines, this means that the Ludlow provides a complete system making it unnecessary to have a piece of type in the office. The Ludlow will set a business card, a rule-form, a sixteen-page booklet, or a large broadside in sixty-point type. There is one important difference: that no job ties up to the slightest degree the type-setting resources of the office.

In an office using keyboard machines, the same rule applies. Any piece of copy to be set in one size and style of type long enough to justify putting it on a keyboard machine, should be set by that method. The Ludlow is not offered to compete with the linotype, for example, on "straight" composition.

A wise composing room executive, however, will not assign to a keyboard machine four or five lines of copy in any size or face, unless the particular magazine called for is then running. While the keyboard operator

is putting the magazine in position and getting ready to set, the Ludlow operator will have the lines set and waiting on the bank. And when a correction in one line is needed a half hour later, the foreman will be glad it is Ludlow, for the correction line can be set and cast in a trice, without any concern regarding magazine changes or the necessity of interrupting other work then on the machine.

If a compositor has a couple of lines of caption in ten point he should not bother a keyboard operator. These two lines can be most economically set on the Ludlow. If he has also two lines of display in forty-eight point, he can set these immediately thereafter on the Ludlow to equal advantage.

In the average office there are entirely too many small bits of copy assigned to keyboard operators. Most of these can, if the question of cost is carefully studied, be set more economically with the Ludlow. Of course, many shops setting advertising set all the display by hand, and keyboard, or send out to be keyboarded, all blocks of copy making up the body of the advertisements. They do this not because it is less costly (for it is often more costly), but to avoid paralyzing their type supply. In a Ludlow-equipped office, how-

ever, the question of type shortage never arises. Therefore: text composition to the keyboards; short takes to the Ludlow, be the size of type small or large.

In newspaper offices using the Ludlow system most effectively, all lines above eighteen point go automatically to the Ludlow, together with scattering lines in special types below that size, while the copy for the body of the advertisements, which on a newspaper can be handled collectively rather than singly, goes to the keyboards. The copy is marked up and laid out on the desk, the Ludlow slugs are set, the linotype slugs are set, and both sets of slugs, together with the required cuts and the original copy, are turned over to the make-up man for assembly, which then becomes an expeditious process indeed.

Who Should Operate It?

When the Ludlow was first put on the market it was recommended that any compositor in the room needing a display line should go to the machine and set it and cast it. The equipment was so simple in operation, and any intelligent compositor could learn to use it so easily, that this seemed the logical policy to advocate.

A wider experience has shown, however, that it is best to have one man, or a few men, specialize in Ludlow operation, routing to him or to them copy calling for Ludlow lines. If the Ludlow operator or operators are kept busy thus, they can then turn over the copy and the cast slugs to another compositor to set the matter planned for handling by any other system, and to complete the make-up. The reason for this change in method is that a man will, with continual practice, acquire increased facility, expertness, and speed in any operation, no matter how simple it may be. Though a compositor may learn to operate the Ludlow in a day and in several weeks attain a greater speed in setting matrices and casting lines than he could hitherto attain in the composition of single types, the fact remains that in three months of continual operation he will become more expert as well as still faster and more accurate.

With continued operation, a man will also pick up short cuts and learn certain "tricks of the trade" which will make his product show to greater advantage on the cost records.

This does not mean that every man in the office should not learn how to operate the Ludlow and use it occasionally as circum-

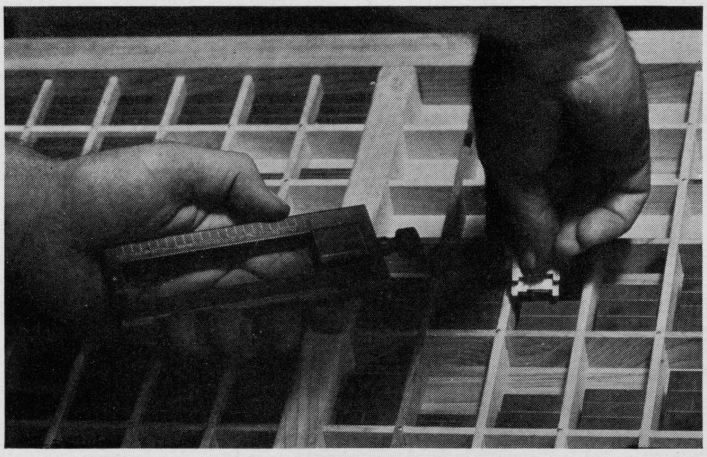
stances may demand. It means that only the most effective results will be obtained if one or more men specialize on the system.

The Gathering of Matrices

One of the cardinal features making for greater speed of composition which may be attained with the Ludlow system is the process of "gathering" matrices, rather than picking them up and carrying them to the stick one matrix at a time. The thin, flat form of the matrix makes it possible to reach over to the case, pick up one matrix between the thumb and middle finger of the hand, hold this matrix in that position with the index finger, and with the middle finger pick up another matrix, sliding this in beside the first, hold the two in this position with the index finger and repeat this until there are between the fingers as many matrices as are convenient to hold. This number will vary with the thickness of the matrices being set, from eight or ten in the smaller point sizes to three or four in the larger sizes. This gathering of matrices is then carried to the stick and there deposited.

By this gathering method it has been found that a skilled Ludlow compositor at-

tains a much greater speed of setting than is possible with the use of single types. All the reasons for this cannot be discussed here, but it will be apparent at first glance that there are many fewer motions than in picking up single types one at a time and carrying them



Gathering Ludlow Matrices

to the stick one at a time. The distribution of single types is known to be at least three times as fast as composition. The difference in speed is accounted for by the fact that, in distributing, the compositor takes a half-dozen types at a time, carries them over the case and begins dropping one type at a time without having to return his hand each time to the form being distributed. The Ludlow system

makes this same saving in composition as well as in distribution.

A good many Ludlow operators are setting matrices of all sizes one at a time, but in so doing they are failing to take advantage of one of the greatest economies offered by the Ludlow system. They should at once accustom themselves to the gathering method.

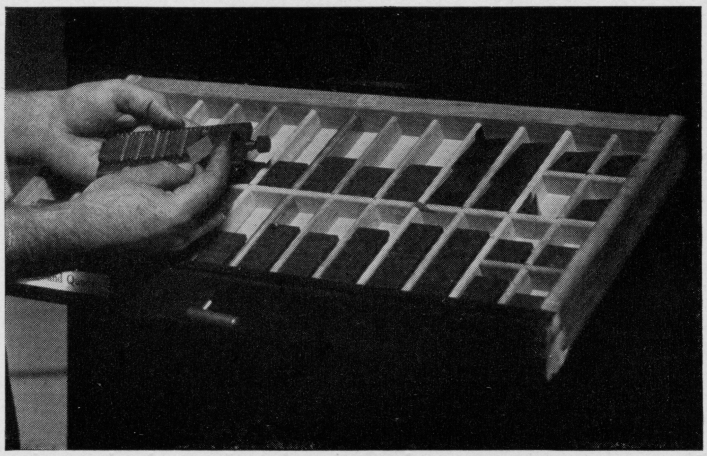
Stick Graduated to Picas

With the calibrations in picas, which are visible along the side of the Ludlow stick, it is possible for a compositor, when he has set matrices for as many words or syllables as apparently will go into the measure he is setting, to see about how many picas or fractions thereof remain to be divided into the number of word spaces which remain to be inserted.

If two picas or twenty-four points remain and there are six word spaces to be inserted, it is easy to determine that four-point spaces will complete the justification in the first instance, without resorting to the trial and error method, which is used almost exclusively by compositors who set single types. If these four-point spaces do not give quite the result desired, one or two thin spaces should be inserted between words where the letter

combinations make additional space desirable.

Experience with this method of spacing develops considerable rapidity in this mental calculation of the size of spaces which will approximately fill the bill. The compositor who is spacing Ludlow matrices by exactly



Inserting Ludlow Universal Spaces

the same methods he has always used in spacing single types is missing one of the advantages of the system which contribute to its speed and effectiveness. Of course, all lines cannot be spaced at the first trial, but a surprising number of lines will be found to justify satisfactorily on the first attempt, after the operator acquires a fair degree of experience with this new method of composition.

These comments, of course, apply largely to "run of shop" composition. With fine typography, the Ludlow operator must devote considerable time in attempting to make the individual spaces appropriate to the white space between words, which varies with the shapes of the final and initial letters of those words. In this direction he can obtain all the niceties possible in hand-setting single types.

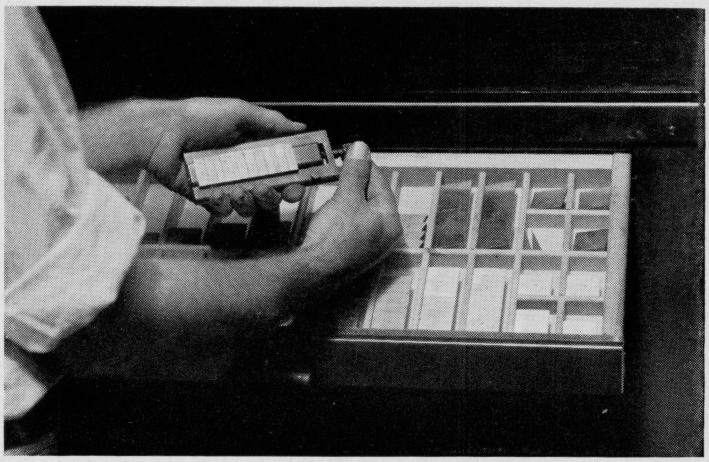
Accuracy of Justification

The conscientious compositor has been trained from boyhood to get the spacing in all lines exactly uniform as to tightness. This care was not required by considerations affecting the appearance of the composition, for the shapes of letters coming at the ends of lines vary so that infinitesimal variations in measure cannot be detected by the eye. The requirement was that the lines should "lift" when uniform pressure was applied to all of them in the process of lock-up.

The "tight to lift" requirement was an exacting one, and added materially to the time consumed in setting a given job conscientiously. With the Ludlow system this requirement is entirely abrogated, for the shanks of the slugs automatically come out

of the mold accurately uniform in length.

The only concern of the Ludlow compositor in justifying a line is the appearance of that line in print. This is a far simpler requirement, as every compositor will realize, even with the setting of body matter. With



A turn of the screw ensures the line "lifting"

display composition, with uneven line endings or centered lines, the process of justification becomes simpler still, for blanking material may be dropped into the stick, the locking screw tightened without further ado, and the stick is ready for inserting in the casting machine. Yet with short lines or centered lines, in single type composition, the justification has to be made accurate to the hair so

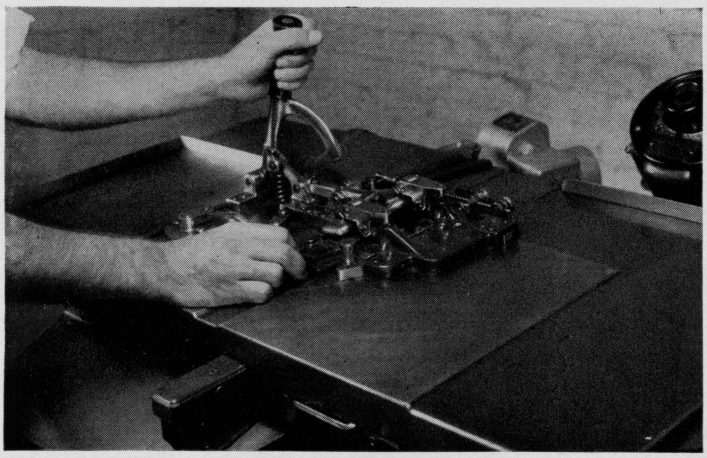
that the locked-up form will lift properly.

The skilled hand compositor beginning to work on a Ludlow can, therefore, be thus advised: In spacing between words and letters take any requisite care to obtain all the niceties of spacing in regular hand composition, but, once the line is spaced to look well, turn the locking screw, and cast the line. Forget the very idea of "tight to lift" when using the Ludlow.

Immediate Distribution

Distribution of the Ludlow matrices should follow immediately after the casting of the line. This is a fundamental in efficient Ludlow operation. As soon as the stick is released after the operation of casting, the matrices should be returned to the still open case. This makes the occurrence of wrong fonts in the composition a practical impossibility. Distribution takes a very short time. While the following line is being cast, the operator can turn to the case from which the first line was set and re-lay the matrices. By adhering rigidly to this rule of immediate distribution the maximum efficiency of the Ludlow equipment is attained. The cases are always full; the equipment of the composing room

is always at the 100% mark. This is particularly important if more than one operator is working on the Ludlow equipment. For efficient operation, there must be no such thing as lines of Ludlow matrices left "standing," or held waiting for distribution.



The lever is pressed down and the line is cast

Method of Underpinning

There has been some discussion regarding the particular time and place when Ludlow T-shaped slugs can be most effectively underpinned with the supporting material. The growing tendency in offices handling a consequential volume of Ludlow composition is to do the underpinning at the machine, as-

sembling a type slug with its supporting slug or slugs and adding the unit thus assembled to the cast and underpinned material already on the galley. The material thus assembled will be ready for speedy handling on the saw or on the make-up frame.

As the shanks of all the slugs are necessarily the same length, it is easy to keep in a rack near to hand underpinning slugs of varying thicknesses. The operator can underpin one slug while the succeeding slug is being cast, the underpinning process consuming, therefore, no otherwise productive time.

Savings in Sawing Slugs

According to the Ludlow system, all matter is cast on slugs of uniform length. For many measures this leaves blank space on the slugs which the natural impulse is to cut off at once on the composing room saw. In many instances the waste part of the slug represents white space in the layout and, if cut off, will only have to be replaced later on with other blanking-out material. In such a case it will, of course, be more economical not to cut away the blank portions of the slugs. In setting a booklet, for example, there are usually fairly generous margins allowed for in the layout.

Blank slug ends can therefore take the place of a certain amount of furniture when the forms are locked for press. A skilled Ludlow operator will often divide the excess length of a single or multiple slug line, putting half of it at the beginning and half of it at the end of the line.

The design and construction of the Ludlow being so simple and its wearing parts so few, its demands in the way of care and attention are astoundingly slight as compared with any other type-casting mechanism. But the few demands it makes must be responded to regularly and conscientiously, if the machine is to be expected to deliver the best product. It is, of course, wise to make one man responsible for the care of the Ludlow equipment in the office. He may have others do the work or assist him, but he should oversee whatever is done and be held accountable for the regularity of the attention.

According to the manufacturer's own statement, the essential care is as follows:

"In addition to the obvious cleaning and oiling of the working parts of the Ludlow, it is essential that the crucible plunger be cleaned twice a week. The simple construction of the Ludlow makes this procedure a

matter of only a few moments. The removal of two pins allows the ready drawing of the plunger, so that any dirt or adhering metal may be rubbed off with a fine worn emery cloth. The plunger is then greased with tallow. This retards the accumulation of litharge on the plunger and in the well. Before the plunger is replaced the well should be scraped with a pot well scraper, the blades of which should be kept sharp."

Every machine and every system should be operated the way it works best. Only with such operation does it deliver the best product at the lowest cost. Perhaps these few hints regarding ways of getting the best out of the Ludlow will aid printers using it to obtain better results from their equipment.